Pinnacle Physical Therapy, LLC

Website and SMS Privacy Policy

Effective date: November 10, 2026

Pinnacle Physical Therapy, LLC ("Pinnacle," "we," "us," or "our") uses this policy to explain how we handle information received through https://pinnaclestrong.com/, digital inquiries, appointment requests, and our text messaging programs. It also explains your communication choices.

Our HIPAA Notice of Privacy Practices, effective November 10, 2026, explains how protected health information may be used and disclosed, our legal duties, and your health information rights. This website and SMS policy supplements that Notice. Applicable federal and Virginia healthcare privacy law and our Notice of Privacy Practices govern protected health information. You may request a free paper or electronic copy from our Privacy Officer using the contact details below.

Information we receive

Information you provide may include your name, email address, telephone number, date of birth, appointment request, and details you choose to include in a message. Clinical intake and patient portal services may collect additional information needed for care, insurance, or billing. We also maintain records of text messaging opt-ins, communication preferences, and opt-out requests.

When you visit the website, we or our website service providers may receive technical information such as your IP address, browser or device type, pages viewed, visit times, and referring page. Website technologies may use cookies or similar tools to support site features, security, and performance. Your browser settings may let you restrict cookies; doing so may affect some functions.

How we use information

We use information to respond to inquiries, help with scheduling and appointment requests, deliver requested services, send authorized communications, maintain appropriate records, and support website reliability and security. Information used for treatment, payment, or healthcare operations is also subject to applicable healthcare privacy law and our HIPAA Notice of Privacy Practices.

We may send service updates or promotional communications when you have chosen to receive them and any required consent or authorization has been obtained. Consent for appointment reminders does not authorize promotional texts.

Text messaging and your choices

If you affirmatively opt in, the Pinnacle Physical Therapy patient updates program may send appointment reminders or changes, follow-up and care-related messages, and billing or administrative notices. Promotional texts, such as practice news, service updates, or promotions, require separate express written consent and any additional authorization required by law. Providing your phone number alone does not enroll you in promotional messaging. Consent is voluntary and is not a condition of care or a purchase.

Messages may recur. Message frequency varies based on your appointments, communications, and the program you select. Message and data rates may apply.

Promotional texts are sent only between 8:00 a.m. and 9:00 p.m. at your location, unless you have given prior consent to a different time.

Reply STOP or UNSUBSCRIBE to opt out. You may also ask us to stop texts by calling (540) 395-3428, emailing therapy@pinnaclestrong.com, or using another clear, reasonable method. We honor opt-out requests promptly in accordance with applicable law. You may receive one final confirmation without promotional content. For help, reply HELP or contact the clinic using these details.

Requests to stop promotional texts are honored for at least 10 years, as required by applicable law. Any later re-enrollment requires new express consent and must comply with applicable law.

Text messages may be visible on a device lock screen or to others with access to your device or account. Use the patient portal or contact the clinic for sensitive information. Do not send emergency or urgent medical requests by text. Tell us if your mobile number changes so we can update our records.

Information sharing

We do not sell, rent, or lease your personal information to third parties. We do not share mobile phone numbers or SMS opt-in consent with third parties or affiliates for marketing or promotional purposes. Text messaging opt-in data and consent will not be sold, rented, transferred, or shared with third parties or affiliates for their own use.

We may share information with service providers only as necessary to operate our website, electronic forms, scheduling, patient communications, or related systems and deliver services on our behalf, including SMS delivery. Providers handling protected health information as our business associates are subject to written business associate agreements and applicable privacy and security requirements. A messaging provider may process your mobile number to deliver our texts, but may not use your number or consent for its own marketing or another organization's messaging program.

We do not authorize service providers to use protected health information for independent advertising. Where HIPAA authorization is required, accepting cookies or reading this policy does not provide that authorization.

We may disclose information for legally authorized purposes, such as compliance with a legal requirement or addressing fraud or security concerns, only when the applicable legal conditions are satisfied. Requests and subpoenas do not automatically authorize disclosure. Disclosures of protected health information follow applicable healthcare privacy law and our HIPAA Notice of Privacy Practices, including any additional protections for sensitive records.

Security and retention

We use reasonable administrative, technical, and physical safeguards intended to protect information. No internet transmission, text messaging service, or storage system can be guaranteed completely secure. Keep account credentials confidential and contact us promptly if you suspect unauthorized access. We will notify affected individuals following a breach of unsecured protected health information as required by law.

We retain information as needed for its purpose and to meet applicable recordkeeping and legal requirements. Clinical and billing records may have different retention requirements from website inquiries. Consent records document the date and method of opt-in. Promotional text opt-out requests and the records needed to honor them are retained for at least 10 years, as required by applicable law.

Third party websites

Links may take you to websites or services with their own privacy policies and terms. Review those policies before providing information. Our obligations under applicable law continue to apply to information handled on our behalf.

Children and authorized representatives

Our public website is intended for adults and parents or legal guardians. We do not knowingly collect information directly from children under 13 through the public website without appropriate parental consent. Information provided by an authorized representative for a child's healthcare is handled under applicable healthcare privacy law. Contact us if you believe a child has submitted website information without appropriate authorization.

Questions and updates

For questions or complaints about this website and SMS privacy policy, or to update contact details or communication preferences, contact our Privacy Officer below. Our HIPAA Notice of Privacy Practices explains how to exercise your health information rights, including access, correction, confidential communications, restrictions, and an accounting of certain disclosures. We may update this policy by posting a revised version with an updated effective date. A policy update does not itself provide new consent or authorization.

If you believe your health information privacy rights have been violated, you may complain to our Privacy Officer or directly to the U.S. Department of Health and Human Services, Office for Civil Rights. We will not retaliate against you for filing a complaint. HHS filing instructions: hhs.gov/hipaa/filing-a-complaint

Privacy questions and complaints
Privacy Officer
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Orange, VA 22960
Phone: (540) 395-3428
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Related Website Terms of Use: https://pinnaclestrong.com/terms-of-use/